



Southgate BR+E: Retention Survey

Thank you for helping with this Business Retention and Expansion survey. This process is a key step in building an effective partnership between local businesses and the community.

There are two rules we have for this survey:

1. The “Skip It” Rule – If there is a question that you can’t or don’t want to answer, we can skip it. There is no need to explain your reasons; just let us know.
2. Confidentiality – All information you provide is confidential. Subject to freedom of information legislation, all information you provide will be kept confidential. All volunteer interviewers and individuals involved in the project are committed to this principle. All the responses from businesses will be summarized as percentages or averages in the community report, guaranteeing anonymity. The Leadership Team will respond to urgent issues and provide information or assistance as requested on the survey. Based on the analysis of the survey results, actions will be developed and implemented to support the growth of existing businesses and the economy.

As you move through the survey, you may notice that the numbers of the questions are not consecutive. This is because your answers may trigger additional questions to gain further information, or your answer may lead to skipping questions that are not applicable to you.

After the survey results are compiled, we will develop strategic action plans to respond to business needs, concerns, and opportunities. Copies of the report will be provided to all businesses participating in the survey.

Please do not hesitate to ask any questions during the survey process.

CONFIDENTIALITY AGREEMENT BETWEEN VOLUNTEER INTERVIEWERS AND RESPONDENT:

We, the Volunteer Interviewers, agree that all information will be kept strictly confidential and used only in the Business Retention and Expansion project. The person being interviewed is a witness to this commitment.

Volunteer Interviewer: _____

Volunteer Interviewer: _____

Person Interviewed: _____

Business Information

- Company Business ID: _____
- Company Name: _____
- Company Address: _____
- Town: _____
- Postal Code: _____
- Telephone: _____

Contact Information

- First Name: _____
- Last Name: _____
- Job Title: _____
- Email Address: _____
- Telephone: _____

Which NAICS code(s) best describes your business?

- 11 - Agriculture, Forestry, Fishing and Hunting
- 21 - Mining, Quarrying, and Oil and Gas Extraction
- 22 - Utilities
- 23 - Construction
- 31 - Manufacturing, (food, beverage, etc.)
- 32 - Manufacturing, (wood, paper, etc.)
- 33 - Manufacturing, (primary and fabricated metal, etc.)
- 42 - Wholesale Trade
- 44 - Retail Trade, (motor vehicle, furniture, etc.)
- 45 - Retail Trade, (sporting goods, book, music, etc.)
- 48 - Transportation and Warehousing, (air, rail, truck, etc.)
- 49 - Transportation and Warehousing, (postal service, couriers, etc)
- 51 - Information
- 52 - Finance and Insurance
- 53 - Real Estate and Rental and Leasing
- 54 - Professional, Scientific, and Technical Services
- 55 - Management of Companies and Enterprises
- 56 - Administrative and Support and Waste Management and Remediation Services
- 61 - Educational Services
- 62 - Health Care and Social Assistance
- 71 - Arts, Entertainment, and Recreation
- 72 - Accommodation and Food Services
- 81 - Other Services (except Public Administration)
- 92 - Public Administration

What is the main product/service offered by your company?

BUSINESS INFORMATION

BI1. Which of the following best describes your business?

- Locally owned and operated, with one location
- Locally owned and operated, with more than one location (Specify number):

- Franchise, please indicate where headquarters is located (City):

- Branch or division of a regional, national, or international company. Please indicate where the corporate headquarters is located (City + Country): (Go to question B15)

BI4. a) Does your business have a business plan?

- Yes
- No (Go to question B15)

BI4. b) When was it last updated?

- Less than 1 year
- 1 to 3 years
- 4 to 5 years
- Greater than 5 years

BI5. How many years has your business been in operation in this community?

- Less than 1 year
- 1 to 3 years
- 4 to 10 years
- 11 to 25 years
- 26 to 35 years
- Over 35 years

BI7. Including owner/owners, how many employees work at this location?

- 1-4
- 5-9
- 10-19
- 20-29
- 30-49
- 50-99
- 100-299
- 300 or more

BI9. The primary market of your business is:

- Local
- Regional
- National
- International

BI10. a) Do you as the business owners self-identify as part of an equity-seeking group?

- Yes
- No

BI10. b) If yes, please indicate which equity-seeking group(s) applies to you: Please select all that apply:

- Women
- Indigenous Peoples
- Youth (15-29 years old)
- Persons with Disabilities
- Newcomers to Canada
- Visible Minorities
- LGBTQ2+

Business Information Interviewer Notes:

BUSINESS CLIMATE

BC1. What is your general impression of this community as a place to do business?

- Poor
- Fair
- Good
- Excellent

BC2. a) In the past 3 years has your attitude about doing business in this community changed?

- Yes, more positive (Go to question BC2.b)
- Yes, more negative (Go to question BC2.c)
- No Change (Go to question BC3.)

BC2. b) Please explain your positive change in attitude.

BC2. c) Please explain your negative change in attitude.

BC3. How would you rate the following factors of doing business in this community?

Read list. Select one answer for each.

Use the following rating system:

NA = Not Applicable 1 = Poor 2 = Fair 3 = Good 4 = Excellent

	NA	1	2	3	4
Workforce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of serviced land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of space for rent or lease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development/building permit process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Municipal property taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local roads and streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional/Provincial roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to rail and airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of health and medical services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for DEI, anti-racism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of adequate housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support from municipality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Support from other businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support from local residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cellular phone service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water/wastewater capacity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water/wastewater fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of adequate electricity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of electricity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of natural gas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of natural gas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental Health Supports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BC4. a) Have you utilized any service from the following organizations? Select all that apply:

- Grey County
- Business Enterprise Centre
- Grey Agricultural Services
- Saugeen Economic Development
- South Grey Chamber of Commerce
- Southgate's Ruth Hargrave Memorial Library
- Digital Main Street
- Regional Tourism Organization 7 (RTO7)
- YMCA Employment Services

BC4. b) Would you like more information about any of these services? Please specify:

FUTURE PLANS

FP1. a) Within the next 18 months, do you plan on: (Select all that apply)

- Remaining the same (Go to FP1. b)
- Expanding (Go to question FP11)
- Downsizing (Go to question FP2)
- Relocating (Go to question FP5)
- Selling (Go to question FP8)
- Closing (Go to question FP17)

FP1. b) What are the main reasons for remaining the same?

Downsizing

FP2. What are the main reasons for the potential downsizing of your business?

FP3. Will your downsizing lead to a decrease in? Select all that apply:

- Workforce (How many?) _____
- Floor space
- Product line(s)
- Services for customers
- Other (Specify): _____

FP4. Is there any assistance that could be provided to prevent/limit the downsizing of your business? If yes, please specify.

- Yes _____
- No

Relocating

FP5. Where do you plan to relocate this business?

- Within the community
- Outside the community (Specify location): _____
- Exploring options

FP6. Why are you planning to relocate the business?

FP7. Is there any assistance that could be provided to prevent or assist with the relocation of your business within the community? If yes, please specify.

- Yes _____
- No

Selling

FP8. Why are you selling your business? Read list. Select all that apply.

- Retirement
- Lack of profit
- Workload
- Competition
- Personal
- Pursue other opportunities
- Other: _____

FP9. a) Do you have a succession plan for your business?

- Yes
- No

FP9. b) Would you like assistance/information with developing a succession plan? If yes, please specify.

- Yes _____
- No

FP10. Would you like assistance/information on selling your business? (Go to the Business Development section afterwards)

- Yes _____
- No

Expanding

FP11. What are the main reasons for the potential expansion of your business?

FP12. Will your expansion require or lead to... (Read list. Select all that apply)

- An increase in workforce (If yes, how many?)

- A decrease in workforce (If yes, how many?)

- An increase need for employee training
- An increase in floor space (If yes, how much?) sq. ft.

- Additional product line(s)
- Additional services for customers
- Process improvements
- Other (Specify): _____

FP15. Is your business currently experiencing difficulties with your expansion plans? If yes, please specify.

- Yes _____
- No

FP16. Could the community potentially provide some assistance to support your expansion plans? If yes, please specify.

- Yes _____
- No

Closing

FP17. Do you plan to close this business at this location without re-opening in another location? If yes, please specify why.

- Yes _____
- No

FP18. Could the community potentially provide any assistance to prevent the closure of your business? If yes, please specify.

- Yes _____
- No

Future Plans Interviewer Notes:

BUSINESS DEVELOPMENT

BD1. a) What is the outlook for your industry?

- Growing
- Stable (Go to question BD2)
- Declining
- Not sure (Go to question BD2)

b) What do you feel are the main reasons for this?

BD4. How would you rate your business related to the use of technology?

- Very Low
- Low
- Moderate
- High
- Very High

BD5. Is your business currently experiencing any barriers related to your information technology requirements? Read list. Select all that apply.

- No barriers currently being experienced
- Internet Speed
- Internet Access
- Internet Cost
- Hardware/software support
- Knowledge and training
- Website
- Digital Marketing
- Other (Specify): _____

Please explain:

BD6. What products or services would you like to purchase locally that are now being purchased outside of the area?

Business Development Interviewer Notes:

WORKFORCE

WF1. a) During the past 3 years, has the number of people you employ in this business increased, decreased, or stayed the same?

- Increased (by how many?) _____
- Decreased (by how many?) _____
- Remained the same (Go to question WF2)
- Don't know (Go to question WF2)

WF1. b) What factors are responsible for this change?

WF2. How would you rate the following factors in this community for your business needs?

Use the following rating system:

NA = Not applicable 1 = Poor 2 = Fair 3 = Good 4 = Excellent

	NA	1	2	3	4
Availability of qualified workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stability of the workforce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to attract new employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to retain new employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WF4. How do you currently recruit new employees? Read list. Pick top three.

- Through your personal network
- Employment centres and websites (job boards)
- "Hiring" sign on your premises
- Local media advertising
- Your own website
- Professional recruitment firm
- Referrals from friends or current employees
- Social Media applications such as LinkedIn or Facebook
- Unsolicited resumes
- Other (Specify): _____

Workforce Interviewer Notes:

COMMUNITY DEVELOPMENT

CD5. What assistance or opportunities would be beneficial to support your business? Select all that apply.

- Updating business plan
- Succession planning
- Marketing seminars
- Access to capital information or seminars
- Trade shows
- Business networking sessions
- Export development programs and services
- Joint advertising and marketing
- Attraction of related supply and service-related businesses
- Workforce planning, employee training and attraction
- Productivity improvement workshops
- E-marketing, social media, and online content workshops
- Other (Specify): _____

CD6. Do you have any other comments?

Closing statements

Would you like to be kept informed of the Business Retention and Expansion project as it moves forward?

- Yes
- No

Interviewer Notes (Use only if needed):
